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VIGNETTES

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The Agricultural Trade and Marketing Information Center Newsletter

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International Transportation

The United States is now part of a global economy. The new economic world is more competitive than it has ever been before. Among the things that are needed for a highly competitive America is high quality, highly efficient transportation network. Transportation is a complex and costly element in international trade. The ability to secure timely and cost-competitive transportation services can have a considerable impact on the success of an export venture.

The Shipper and Exporter Assistance Program Area (SEA) of the Transportation and Marketing Division (TMD), Agricultural Marketing Service (AMS), U.S. Department of Agriculture (USDA), provides exporter assistance on transportation issues to increase access of the U.S. agricultural products to foreign markets.

Shipper and Exporter Assistance Program Area (SEA) activities include:

- **Promoting Efficient Use of Transportation Services:** SEA staff provides technical assistance to exporters on the wide range of transportation services. The staff monitors developments in international and domestic transportation, and can help shippers evaluate their intermodal, air, and ocean transportation options. SEA conducts workshops for exporters that focus on ocean and air freight rates and services, payment options, product handling, and transport logistics. The goal of the workshop is to provide exporters with the tools to make transportation an integral part of their marketing strategy.
- **Monitoring Transportation Rates:** SEA traffic managers monitor transportation rates and flows, and help exporters evaluate options and find cost-competitive routes for product delivery. SEA has developed a data base of ocean freight costs for

international grain shipments. This information is used to follow cost trends and compare U.S. export rates with primary market competitors. SEA produces a monthly ocean container freight rate news bulletin tracking containerized shipments of apples, oranges, and grapes to Hong Kong, Philippines, Thailand, Singapore, Vietnam, China, and Japan. The staff is currently working with agricultural exporters to evaluate the impact of the Shipping Act of 1984 on international trade, studying ocean transportation problems faced by agricultural shippers. In addition, SEA represents the interests of agricultural shippers in regulatory issues before the Federal Maritime Commission and Congress.

- **Analyzing International Transportation Issues.** SEA has provided assistance to Emerging Democracies regarding the transportation, refrigeration, and postharvest handling of perishable agricultural commodities in Poland, the former Soviet Union, Latin America; assisted in shipping of food aid cargoes to the former Soviet Union; and participated in a study of the port of St. Petersburg with the objective of improving the flow of agricultural cargoes into the former Soviet Union.

By helping shippers and agricultural exporters understanding export transportation, SEA provides an important part to international market access.

Address:

Shippers and Exporters Assistance
TMD/AMS
U.S. Department of Agriculture
Room 1217 So. Bldg.
Washington, DC 20250
FAX: 202-690-1340

See Transport, page 2

Transport, continued from page 1

The following is a listing of SEA publications that are available free of charge. Request publications from: SEA Publications, USDA-AMS-TMD, P.O. Box 96456, Room 1217 So. Bldg., Washington, DC 20090-6456, or call 202-690-1304, or FAX: 202-690-1340.

- » *A Guide for Livestock Exporters* (1993)
- » *Agricultural Cargo Handling at the Port of St. Petersburg, Russia* (1994)
- » *Agricultural Export Transportation Workbook #700* (1993)
- » *Corn Transportation in China* (1995)
- » *International Grain Shipments: Recent Ocean Freight Rate Trends* (1995)
- » *Maritime Policy and Agricultural Interests: Impacts of the Conference System* (1994)
- » *OCEAN Carrier Freight Rate Bulletin* (monthly)
- » *Ocean Freight Rates for International Grain Shipments* (quarterly)
- » *Protecting Perishable Foods During Transport by Truck #669* (1987)
- » *The Ocean Liner Antitrust Exemption: Economic and Agricultural Impacts* (1991)
- » *Tropical Products Transportation Handbook #668* (1989) in English and Spanish

Administrative Papers

- » *Overview of Vietnam's Agricultural Transportation Situation* (1994)

Video

- » *A Business of Details-Exporting High Value U.S. Agricultural Products* (1995)

SEA Contacts

Telephone:	Contact:
202-690-1304	Jim Caron, Program Manager
202-690-1304	Linda Browne, Secretary
202-720-8284	Raymond Coontz, Horticultural/Grain Handling Equipment
202-720-8272	William Craig, Livestock Transport, Refrigerated Products
202-690-2330	William Dunton, Grain Transport, U.S. Motor Carrier Issues
202-720-8264	Charles Goulston, Horticultural/Grain Products
202-690-0152	Karl Hacker, Livestock Transport, Grain
202-690-2325	Kate Healey, Ocean Container Freight Rates, Maritime Policy
202-690-1319	Brian McGregor, Refrigerated Products, ATP
202-690-0334	Rob Neenan, Ocean Shipping Regulations
202-690-1323	Tom Poerstel, Livestock Transport
202-690-1320	Tom Rial, Eastern Europe, Former Soviet Union
202-690-1335	Ellen Welby, Export Transportation, Workshops, Pacific Rim
202-690-0336	Freddy Williams, Ocean Freight Rates for Grain Exports

[Information on SEA was provided by SEA staff, AMS/USDA, Washington, DC, tel: 202-690-1304]

Items of Interest

Asia Business Center

The U.S. Department of Commerce has formed an Asia Business Center (ABC) to inspire U.S. companies to export to Asia (excluding Japan) and the Pacific and provide exporters/investors with the information they need to increase the U.S. market share in the region. For more information about the Center, call 202-482-2522 or FAX: 202-482-4453. To obtain general information on Asia, please use the International Economic Policy's fax-on-demand systems; for South Asia call [fax] 202-482-1064; for other Asia and the Pacific call [fax] 202-482-3875. The information requested will be automatically sent to the caller's fax machine.

Business information on the Asia/Pacific region can now be accessed through an Internet Home Page. The URL is: [http:// www.ita.doc.gov/region/asia/pacific](http://www.ita.doc.gov/region/asia/pacific).

See Items, page 3

CEEBIC Small Business Facility Opened

In cooperation with several other U.S. Government agencies, the U.S. Department of Commerce's Central and Eastern Europe Business Information Center (CEEBIC) established a new Small Business Support Facility (SBSF). The Facility will work with small businesses, on a one-on-one basis, to help them locate and secure trade and investment opportunities. SBSF will focus on trade opportunities, sources of financing, bringing visiting Central and East European Government representatives and U.S. small businesses together; promote trade missions and trade fairs; and develop publications and seminars on "how to do business" in Central and Eastern Europe. For more information please contact Anna Hauer, International Trade Specialist, CEEBIC, tel: 202-482-2645; FAX: 202-482-4473; Internet: hauer@usita.gov.

Chinese Businesses Database

A computerized database that provides detailed information on over 420,000 Chinese firms and business related organizations is now available through EastGate Services, a subsidiary of Management Counsellors International, Ltd. This computerized database is available for the first time in English. EastGate Services also publishes the *China Business Directory*, a comprehensive 3-volume work covering the largest Chinese firms and major retail and distribution companies. For more information contact: EastGate Services, tel: 800-848-7881; FAX: 203-323-9271.

Commodity Futures Trading Commission

The Commodity Futures Trading Commission (CFTC) can be accessed on the World Wide Web. The URL is: <http://www.clark.net/pub/cftc/home.html>. Initially, the pages will include biographies and speeches of Commissioners; press releases, publications (including the CFTC Weekly Advisory and CFTS Letters), other general information about the CFTC, and pertinent links. In the near future, financial data, such as the Commitments of Traders reports, will be added. For information write to: cftc@cftc.gov.

Czech Research Projects in CRIS

Through an agreement with the Institute of Agricultural and Food Information, Ministry of Agriculture, Czech Republic, a new subfile of Czech research projects was added to the Current Research Information System (CRIS) technical database. CRIS and its subfiles are available for searching worldwide on both the DIALOG online retrieval system of Knight-Ridder Information, Inc. and the Internet. DIALOG users can search the CZARIS (Czech Agricultural Research Information System) subfile either separate from or concurrent with the larger CRIS file. CRIS is also available for searching on the AGRISEARCH CD-ROM, produced by SilverPlatter Information, Inc. Plans are to incorporate the CZARIS subfile in future CD-ROM updates of CRIS. For more information contact the CRIS Office at 301-504-5847 or Internet: cris@cris.nalusda.gov.

Economic Research Service (ERS) Information Center Established

The Economic Research Service has established a new ERS Information Center to assist customers in obtaining ERS products and services, including answering questions such as how many acres are planted to corn in the U.S., or how much butter and milk is produced by dairy cows. The Center will be staffed Monday through Friday, from 8:00 a.m. to 5:00 p.m. (Eastern Time). The telephone number is 202-219-0515; or for those people with access to Internet, direct your query to: service@econ.ag.gov.

Intellectual Property Resources

Questel-Orbit Web server provides a broad range of intellectual property resources. The site allows users to conduct patent searches using a variety of free databases, review the full text of many intellectual property laws and treaties, and much more.

The URL is: <http://www.questel.orbit.com/patents/>. For more information about the database offerings and capabilities call: 703-442-0900.

See Items, page 4

Internet Access for International Commerce and Trade

- International Trade Administration (ITA), U.S. Department of Commerce trade information and support services is available on the world wide web. To access ITA's world wide web server, point your browser to URL: <http://www.ita.doc.gov>.

It contains information on the national export strategy-trade initiatives; big emerging markets "BEMs on the Internet"; federal export programs and general "how to" export information; information by country and region; information by industry; ITA's fax-on-demand and information centers; National Trade Data Bank (NTDB), and much more. For questions E-mail Alan Vander Mallie at: alan_vandermallie@ita.doc.gov.

- Trade Compass Information System features several major information services: *TradE-News*; *Marketplace* contains information on country profiles, product/services, company profiles, and trade directories; *Trade Library* with information on legal, insurance, government, trade associations, freight forwarding, banking and finance, market research, trade publications, shipping and transportation, and more; and *Trade Forum* includes information on trade shows, trade leads, trade databases, job opportunities, and more. The access point for Trade Compass is: <http://www.tradecompass.com>. For more information call: 800-505-4676 or E-mail: Trade_Compass@msn.com.

Polish Agribusiness Association Inaugurated

On October 2, 1995, Polish agriculture, business and university leaders formally inaugurated a new national agribusiness association in Warsaw, Poland. The Polish Agribusiness Council (PL/ABC) is the first such umbrella association established in Eastern Europe modelled after the Agribusiness Council (ABC), a U.S. based non-profit network of state/local associations, which includes overseas affiliates. For more details contact Debbie van de Riet at 202-887-0528. (Source: The Agribusiness Council, Inc., Washington, DC.)

Help Build ATMIC's WWW Home Page and Gopher Site

- Are your marketing- and trade-related documents available on a WWW or gopher site?
- Do you have a favorite site you visit to find agricultural marketing information?

We would like to include links on ATMIC's Home Page and gopher site to your favorite sites and to your own marketing- and trade-related publications, resource lists, newsletters and other information available electronically via a gopher or world wide web site. Send the WWW or gopher address and a brief description of the information available to: Mary Lassanyi, Home Page Links, ATMIC, USDA/ARS/NAL, 5th Floor, 10301 Baltimore Blvd., Beltsville, MD 20705-2351, or e-mail: mlassany@nalusda.gov.

System Requirements: Internet access with gopher, telnet, or World Wide Web capability.

- » ATMIC Gopher: Gopher to <gopher.nalusda.gov>. From the National Agricultural Library's root directory, select NAL Information Centers, then Agricultural Trade and Marketing Information Center.
- » ATMIC Gopher: Telnet to a public gopher site (such as Library of Congress at <marvel.loc.gov>; log in as marvel) and follow menu choices to the list of Maryland or Government gophers. Choose Agricultural Trade and Marketing Information Center/USDA.
- » ATMIC World Wide Web home page: Point your browser to the Uniform Resource Locator (URL) <http://www.nalusda.gov/atmic.html>.

Publications

Books/Guides

- *Compendium on Marine Insurance*. Publisher: White Plains, NY: The Centre for International Trade, 1995. Cost: \$22.95.

Coverage: The book provides step by step details on why marine insurance is necessary and full procedures for cargo loss and claims.

Order from: The Centre for International Trade, 309 Mamroneck Ave., Ste 293, White Plains, NY 10605-1440. Tel: 914-946-2734 or 800-206-5656; FAX: 914-946-3093.

- *A Guide on Countertrade Practices in the Newly Independent States of the Former Soviet Union*. By Verzarlu, Pompiliu and Mitchell, Paula. Publisher: Washington, DC: International Trade Administration, U.S. Department of Commerce. July 1995. [Order # PB95-246237AGY.] Cost: \$85.00 + handling fee [in the U.S., Canada, and Mexico]; \$170.00 + handling fee [outside U.S., Canada, and Mexico].

Coverage: This guide provides general observations and an overview of the Newly Independent States' business customs and climate; banks and emerging capital markets; and the role, limitations, and outlook of countertrade there.

Order from: National Technical Information Service, U.S. Department of Commerce, Springfield, VA 22161. Tel: 703-487-4650; FAX: 703-321-8547; Internet: orders@ntis.fedworld.gov.

- *The Internet Business Companion*. By Angell, David and Heslop, Brent. Publisher: Redding, MA: Addison-Wesley. 1995. 242 pp. Cost: \$19.95.

Coverage: Describes the Internet as a resource for businesses.

Order from: Addison-Wesley, 1 Jacob Way, Redding, MA 01867. Tel: 617-944-3700 or 800-447-2226.

- *NAFTA*. The Practitioner's Deskbook Series. Holbein, James R. and Musch, Donald J. editors. Publisher: Dobbs Ferry, NY: Oceana Publications, Inc. 1994.

Coverage: Contains final text, summary, legislative history and implementation directory with fully

searchable diskette. Cost: \$69.95 [includes soft cover with diskette].

Order from: Oceana Publications Inc., 75 Main St., Dobbs Ferry, NY 10522. Tel: 914-693-8100; FAX: 914-693-0402; E-mail: oceana@panix.com.

- *The NAFTA Export Pages*. Publisher: Washington, DC: USWEST.

Coverage: A sourcebook of more than 50,000 NAFTA-based product and service suppliers. 1995. Print copy and CD-ROM format will be available in January 1996.

For ordering and price information contact: USWEST, tel: 800-422-8793, ext. 150.

- *WTO*. The Practitioner's Deskbook Series. Raworth, Philip and Reif, Linda editors. Publisher: Dobbs Ferry, NY: Oceana Publications, Inc. 1995. Cost: \$69.95 [includes soft cover with diskette].

Coverage: Contains the full text of the World Trade Organization (WTO) Agreement and its first three Annexes: 1A-Multilateral Agreement on Trade in Goods; 1B-General Agreement on Trade in Services; 1C-General Agreement on Intellectual Property; 2-Dispute Settlement Procedures, and 3-Trade Policy Review Mechanisms.

Order from: Oceana Publications, Inc., 75 Main St., Dobbs Ferry, NY 10522. Tel: 914-693-8100; FAX: 914-693-0402; E-mail: oceana@panix.com.

Reports

- "Asia's New High-Tech Competitors." Rausch, Lawrence. Publisher: Washington, DC: National Science Foundation. July 1995. 72 pp. Single copies [NSF 95-309] available free.

Available from: National Science Foundation, Publications Unit, Room-P-15, 4201 Wilson Blvd., Arlington, VA 22230.

European Business Publications, Inc.

For ordering information contact: European Business Publications, Inc., P.O. Box 891, Darien, CT 06820. Tel: 203-656-2701; FAX: 203-655-8332.

See Publications, page 6

Publications, continued from page 5

- "Malaysia to 2003: From Redistribution to Growth." London, England: The Economist Intelligence Unit. August 1994. Cost: \$395.00.
- "Singapore to 2003: Aspiring to the First World." London, England: The Economist Intelligence Unit. September 1994. Cost: \$445.00.
- "Vietnam to 2005: Advancing on All Fronts." London, England: The Economist Intelligence Unit. March 1995. Cost: \$395.00.

State Regional Trade Groups (SRTGs)

The following market research reports were prepared by SRG China Business Consultancy, Hong Kong for the State Regional Trade Groups: Western U.S. Agricultural Trade Association (WUSATA); Mid-America International Agri-Trade Council (MIATCO); Southern U.S. Trade Association (SUSTA); and Eastern U.S. Agricultural and Food Export Council (EUSAFEC). **Order from:** WUSATA, 13101 NE Hwy 99, Vancouver, WA 98686-2786. FAX: 360-574-7083 or from your nearest SRTG. MIATCO, FAX: 312-944-1144; SUSTA, FAX: 504-568-6010; EUSAFEC, FAX: 717-731-6019.

- "Canned Foods: South China Market Case Study." 1994. 14 pp. Cost: \$5.00.
- "Export Guide to the South China Food Market." 1994. 95 pp + appendices. Cost: \$20.00.
- "Fresh Fruits: South China Market Case Study." 1994. 17 pp. Cost: \$5.00.
- "Frozen Seafood: South China Market Case Study." 1994. 12 pp. Cost: \$5.00.
- "Salty Snack Foods: South China Market Case Study." 1994. 15 pp. Cost: \$5.00.

U.S. Department of Agriculture (USDA)

- "The Japanese Market for U.S. High-Value Products: Effects of the GATT-11 Agreement." Ellison, Ruth. June 1995. 33 pp. ERS Staff Paper No. AGES-9511. Publisher: Washington, DC: Commercial Agriculture Division, Economic Research Service, USDA.

For availability of this report, contact: ERS Information Center, tel: 202-219-0515.

- "Profile of International Poultry Industry: Production, Exports, Imports, and Consumption of Poultry Meat and Eggs According to Selected Countries." Hayes, Kate and Stevanus, Mary. March 1995. 43 pp. Miscellaneous report, free publication. Publisher: Beltsville, MD: Technology Transfer Information Center, National Agricultural Library, Agricultural Research Service, USDA.

Order from: Technology Transfer Information Center, National Agricultural Library, ARS/USDA, 4th Floor, 10301 Baltimore Blvd., Beltsville, MD 20705-2351. Please include a self-addressed gummed label with your request.

U.S. Department of Commerce (USDOC)

- "National Export Strategy Annual Report to Congress." Publisher: Washington, DC: U.S. Department of Commerce. 1994. [Stock # 003-009-00645.] Cost: \$7.50.

Order from: Superintendent of Documents, P.O. Box 371954, Pittsburgh, PA 15250-7954. Tel: 202-512-1800; FAX: 202-512-2250.

- "U.S. Global Trade Outlook, 1995-2000: Toward the 21st Century." Publisher: Washington, DC: International Trade Administration, U.S. Department of Commerce. 1995. [Stock # 003-009-00650-3.] Cost: \$8.00.

Order from: Superintendent of Documents, P.O. Box 371954, Pittsburgh, PA 15250-7954. Tel: 202-512-1800; FAX: 202-512-2250.

U.S. General Accounting Office (GAO)

For ordering information and cost of publications contact: U.S. General Accounting Office, P.O. Box 6015, Gaithersburg, MD 20884-6015 or call 202-512-6000; FAX: 301-258-4066, or TDD 301-413-0006.

- "Agricultural Trade. Competitor Countries' Foreign Market Development Programs-Testimony." Washington, DC: General Government Division, GAO June 14, 1995. 9 pp. Report no. GAO/T-GGD-95-184.
- "Economic Statistics. Status Report on the Initiative to Improve Economic Statistics." Washington,

See Publications, page 7

Publications, continued from page 6

DC: General Government Division, GAO, July 1995. Report no. GAO/GGD-95-98.

- "Food Aid. Competing Goals and Requirements Hinder Title I Program Results." Washington, DC: General Government Division, GAO, June 1995. 101 pp. Report no. GAO/GGD-95-68.
- "Foreign Assistance. African Development Foundation's Overhead Costs Can Be Reduced." Wash-

ington, DC: National Security and International Affairs Division, GAO, June 1995. 35 pp. Report no. GAO/RCED-95-228.

- "Peanut Program. Impact on Peanut Producers, Users, and the Government-Testimony." Washington, DC: Resources, Community, and Economic Development Division, GAO, June 8, 1995. 6 pp. Report no. GAO/T-RCED-95-215.

Conferences/Meetings/Trade Shows

Trade Shows

International Food and Beverage Shows and Sales Missions are sponsored by USDA's Foreign Agricultural Service. For additional information on the shows and sales missions listed below, please contact: USDA Trade Show Office, Foreign Agricultural Service, AgBox 1052, Washington, DC 20250-1052. Tel: 202-690-1182; FAX: 202-690-4374; and/or contact listed under a specific trade show.

1996

- | | |
|-----------------------|---|
| January 15-17 | Festival de Alimentos y Bebidas USA'96 , Mexico City, Mexico. Contact: Willis Collie, tel: 202-720-3623; FAX: 202-690-4374. |
| January 19-23 | Guatemala City, Guatemala and Bogota, Colombia Sales Mission . Contact: Joe Hain, tel: 202-720-3425; FAX: 202-690-4374; E-Mail: jhain@ag.gov. |
| January 24-25 | World of Private Label in Asia , Nippon Convention Center, Makuhari Messe, Chiba, Japan. Contact: Lewis Sterler, or Debra Best, Private Label Manufacturers Association, 369 Lexington Ave., New York, NY 10017. Tel: 212-972-3131; FAX: 212-983-1382. |
| February 28 - March 1 | Sales Mission to Lisbon, Portugal . Contact: Willis Collie, tel: 202-720-3623; FAX: 202-690-4374. |
| March 4-9 | Alimentaria'96 , [American Food Pavilion], Barcelona, Spain. Contact: Willis Collie, tel: 202-720-3623; FAX: 202-690-4374. |
| March 12-15 | FOODEX Japan 96 , 21st International Food and Beverage Exhibition, Nippon Convention Center, Makuhari Messe, Chiba, Japan. Contact: The Secretariat of FOODEX Japan, c/o Japan Management Association, 3-1-22, Shibakoen, Minato-ku, Tokyo 105, Japan. Tel: 03-3434-0093; FAX: 03-3434-8076. |
| March 17-20 | 5th International Food, Beverage and Catering Exhibition [FOOD 96] , Jeddah, Saudi Arabia. Contacts: Linkage International Ltd., High Mountain Plaza, 5 Sicomac Rd., North Haledon, NJ 07508. Tel: 201-427-6365; FAX: 201-427-6375; or Alharithy Co. For Exhibitions, P.O. Box 4070, Jeddah 21511, Saudi Arabia. Tel: 966-2-654-6384; FAX: 966-2-654-6853; or The Agricultural Trade Office, P.O. Box 149, Jeddah 21411, Saudi Arabia. Tel: 966-2-661-2408; FAX: 966-2-667-6196. |
| March 19-21 | 5th Great American Food Show-Korea' 96 , Seoul, Korea. Contact: Joe Hain, tel: 202-720-3425; FAX: 202-690-4374; E-Mail: jhain@ag.gov. |

See Meetings, page 8

Meetings, continued from page 7

- April 16-19 **Food & Hotel Asia' 96** [the American Foods Pavilion], Singapore. Contact: Sarah Hanson, tel: 202-720-9423; FAX: 202-960-4374.
- May 28-30 **International Food Ingredients and Additives (IFIA) Exhibition and Conference**, Tokyo International Exhibition Center, Ariake, Japan. Contact: E.J. Kraus and Associates, Inc., 7315 Wisconsin Ave., Ste 450N, Bethesda, MD 20814. Tel: 301-986-7800; FAX: 301-986-4538.

Other International Trade Shows/Conferences/Meetings

1996

- January 21-23 **International Fancy Food Show**, Moscone Convention Center, San Francisco, CA. Contact: National Association for the Specialty Food Trade, 8 W 40th St., New York, NY 10018. Tel: 212-921-1690; FAX: 212-921-1898.
- January 23-26 **International Horticulture Trade Fair**, RAI International Exhibition Centre, Amsterdam, Holland. Contact: 31-0-20-5491212.
- February 21-24 **Refrigerated Foods Show**, Marriott Rancho Las Palmas, Palm Springs, CA. Contact: Refrigerated Foods Association, 2971 Flowers Rd., S, Ste 266, Atlanta, GA 30341. Tel: 404-452-0660; FAX: 404-455-3879.
- February 25-28 **NGA Annual Convention**, Orange County Convention and Civic Center, Orlando, FL. Contact: National Grocers Association, 1825 Samuel Morse Dr., Reston, VA 22090. Tel: 703-437-5300; FAX: 703-437-7768.
- April 10-13 **Wholesale Florists and Floral Suppliers of America**, Cancun, Mexico. Contact: Archie Clapp, Executive VP, 5313 Lee Hwy, Arlington, VA 22207. Tel: 703-241-1100; FAX: 703-237-6438.

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